

Fig 1

00994916-112701

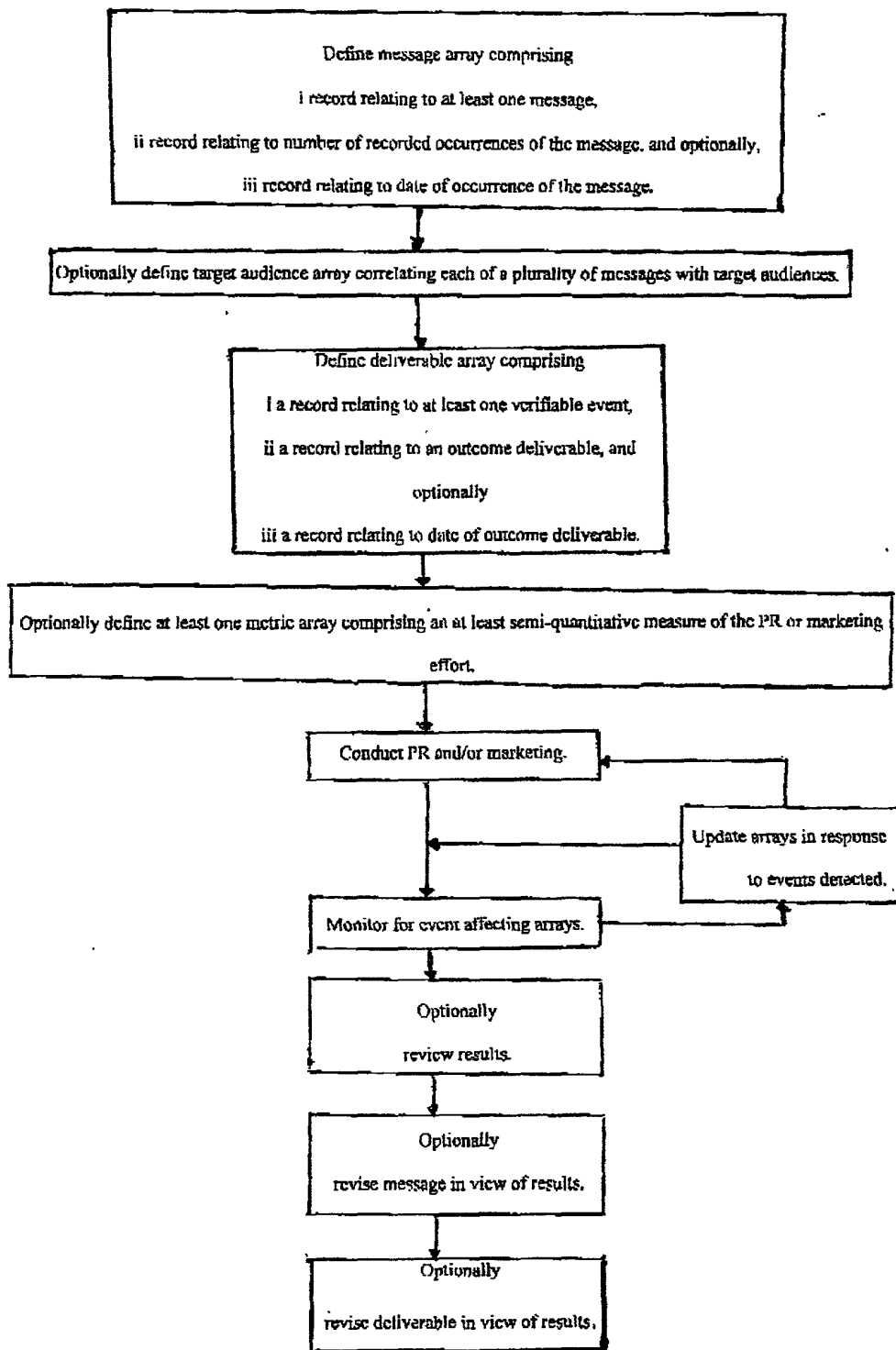
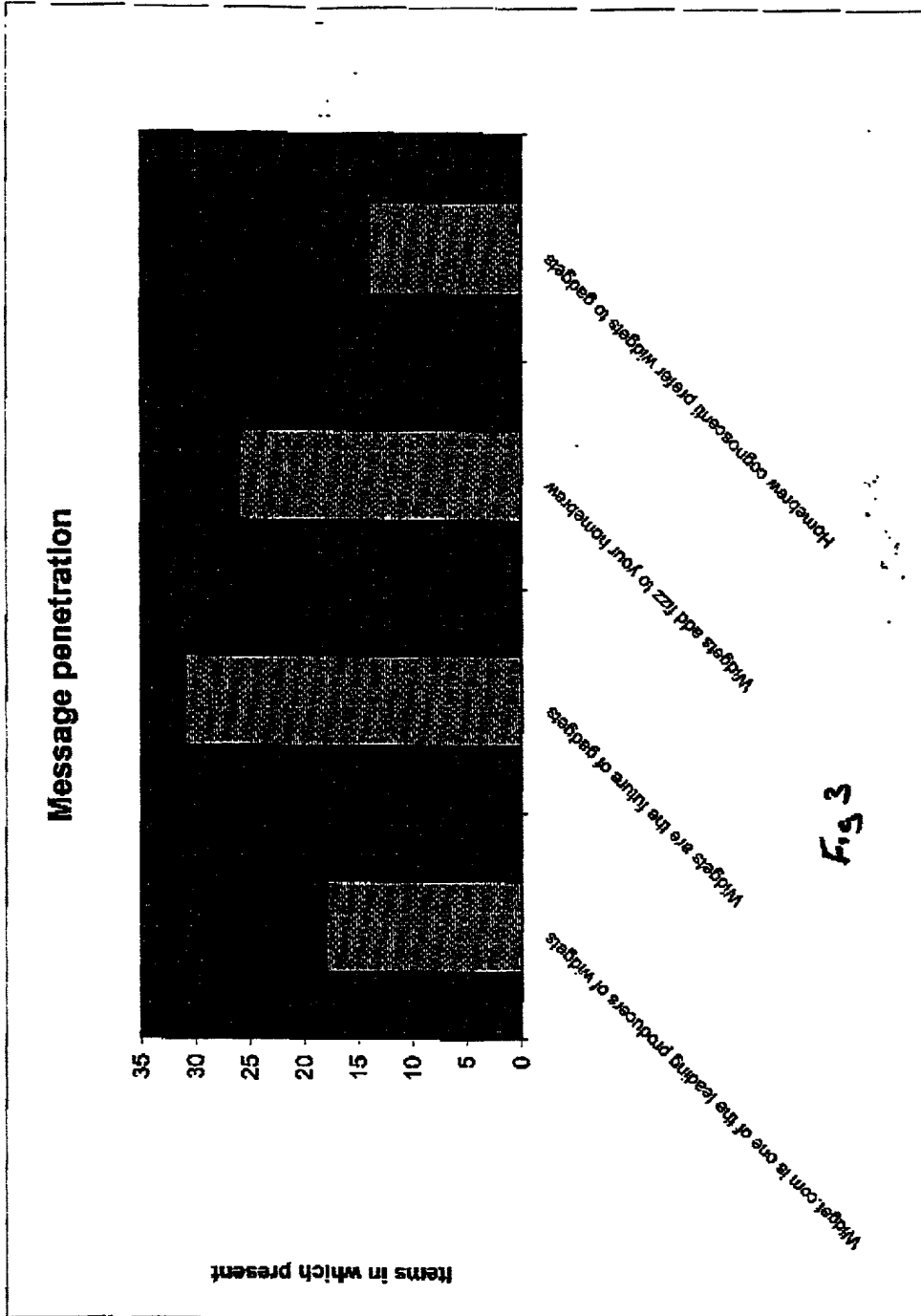


Fig 2

TDZATT*9T6H6560



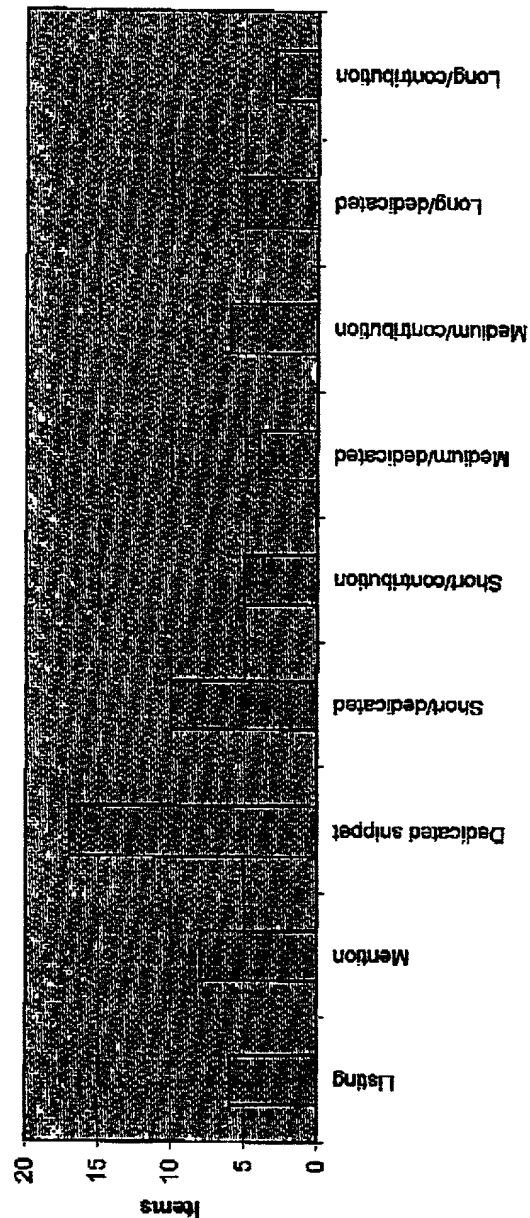
<i>Activity</i>	<i>Actual</i>	<i>Target</i>
UK launch of Widget v2.0	6	5
One day publishing house tour		
Press Roundtable ("Beyond 2001: Widgets or gadgets?")	5	4
UK trade news release	9	5
UK news release (exclusive to national)	1	1
Features	15	18
Case studies	2	2
PR stunt (widget giveaway at Central Station)	2	2
Broadcast campaign	3	2
Picture campaign	2	2
London School of Economics Seminar "Will the widget kill off the gadget?"	3	4

Fig. 4

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Articles by length



Content	Items
Exclusive	0
Picture	1
Headline	2
Only comparison	3
Major comparison	4
Information	5
Corporate description	6
Positional quote(s)	7
Comparative quote(s)	8
Illustrative quote(s)	9
	10
	11
	12
	13
	14
	15
	16
	17
	18
	19
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	22
	23
	24
	25
	26

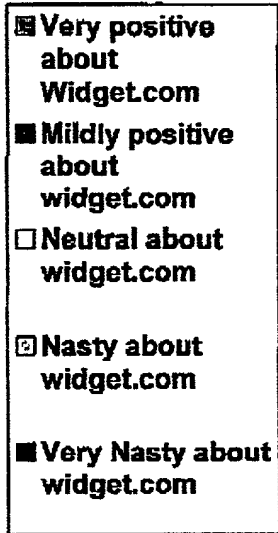
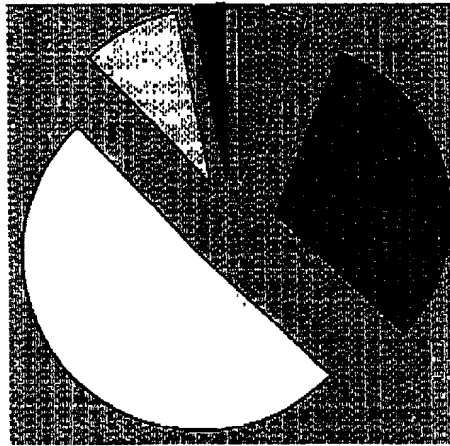


Fig 7

Progress towards activity deliverables

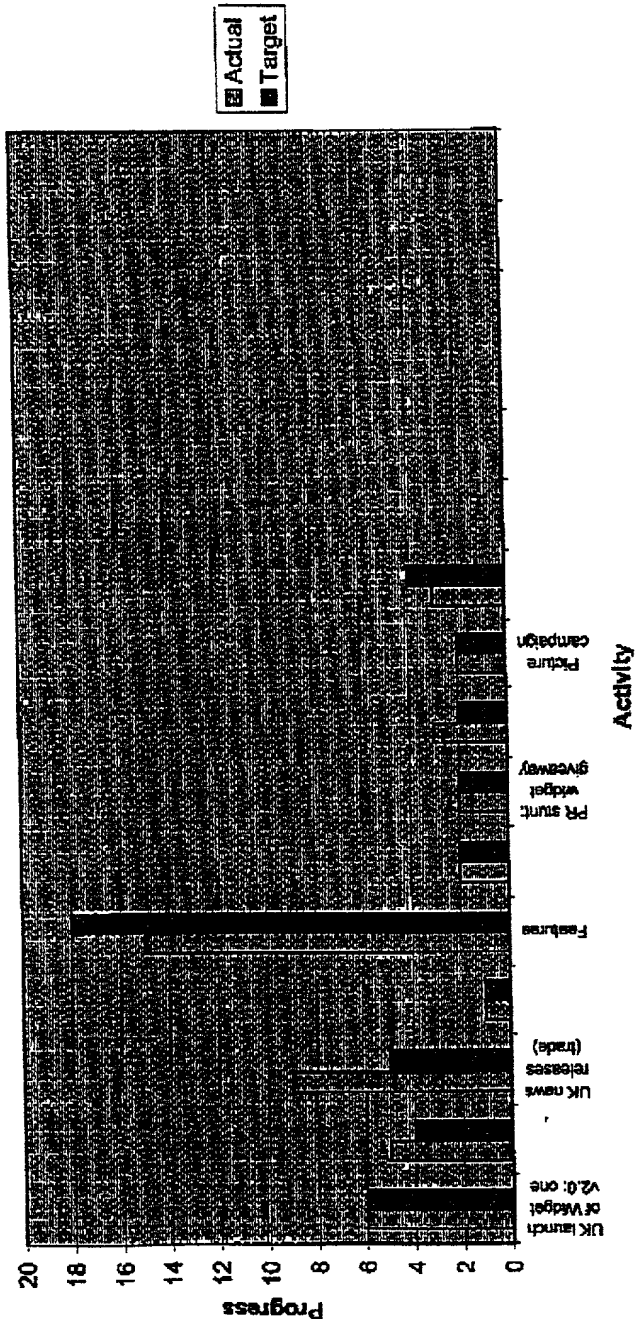


Fig 8

Progress towards coverage deliverables

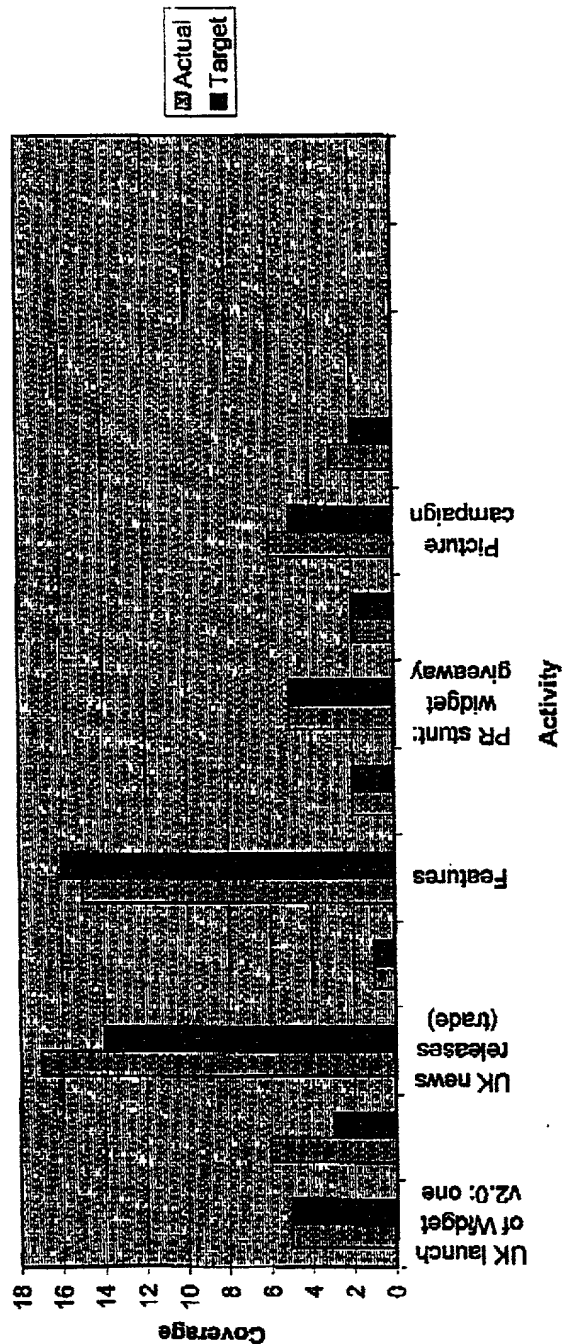


Fig 9

Overall coverage progress

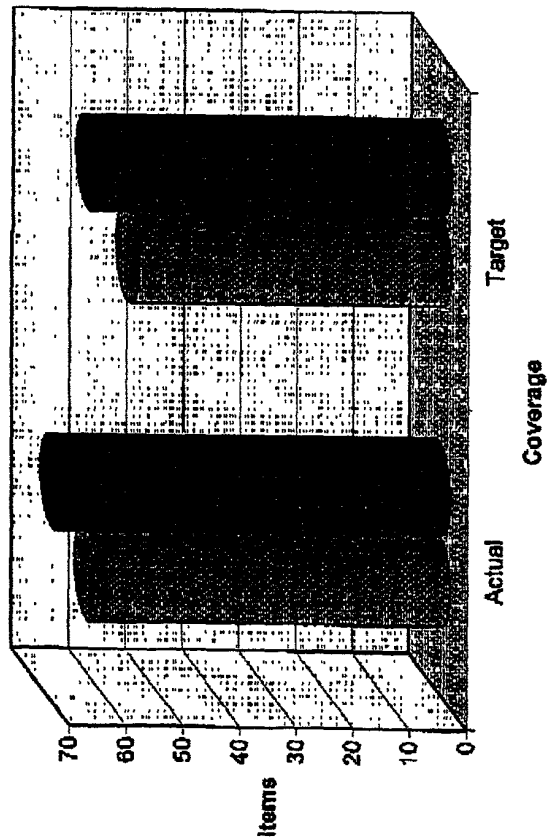


Fig 10

100

Coverage item type

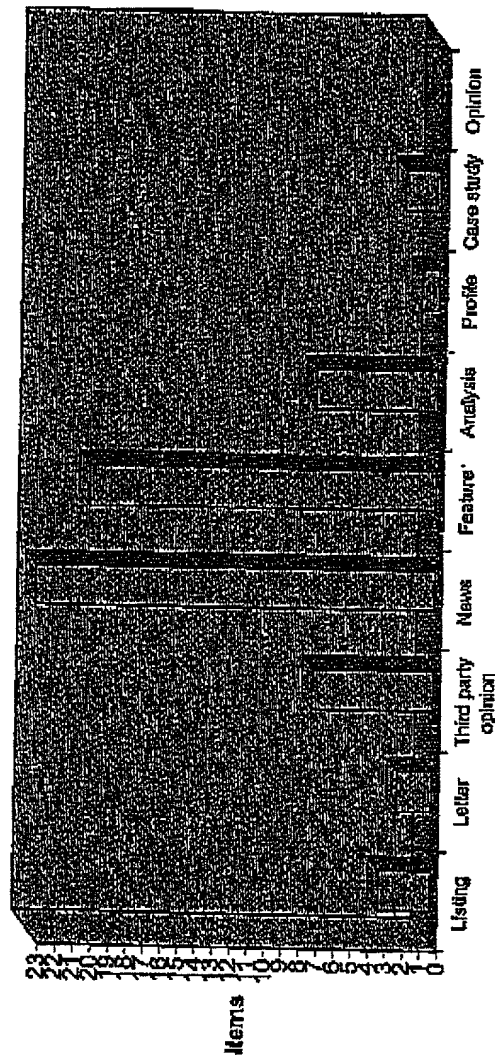


Fig. 11

Figure 12 continued

